

# Four-Point Overview: Design

Marengo, Illinois  
January 24, 2012



ILLINOIS  
MAIN STREET

# Agenda:

- Design and Main Street
- Design Committee
- Character-Defining Elements
- Public Improvements & Streetscape
- Commercial Building Anatomy
- Basic Building Maintenance
- Financial Incentives

# Design and Main Street



## Main Street Four Point Approach:

- **D**esign: improves the district's physical condition
- **O**rganization: independent local non-profit that builds consensus within the community
- **P**romotion: markets the district's unique characteristics and assets
- **E**conomic Restructuring: diversifies the district's economic base

The advertisement is set against a background of a modern glass skyscraper. The glass panels of the building act as mirrors, reflecting the image of an older, ornate building with classical architectural features like domes and arches. This visual metaphor suggests that modern technology can breathe new life into old structures.

**SIEMENS**

**Old buildings are  
as energy efficient  
as new ones.**

With Siemens answers for building modernization.

[siemens.com/answers](http://siemens.com/answers)

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**Sustainability (unofficial 5<sup>th</sup> point)**





**Main Street is a preservation-based,  
economic development program**



**Design is integral to the Main Street approach**



**Downtowns as mixed use centers of commercial, residential and industrial activities**





**The Main Street effort was begun to combat this...**



**History, heritage, architecture**



**“Main Street Look”**





**“Main Street Look”**





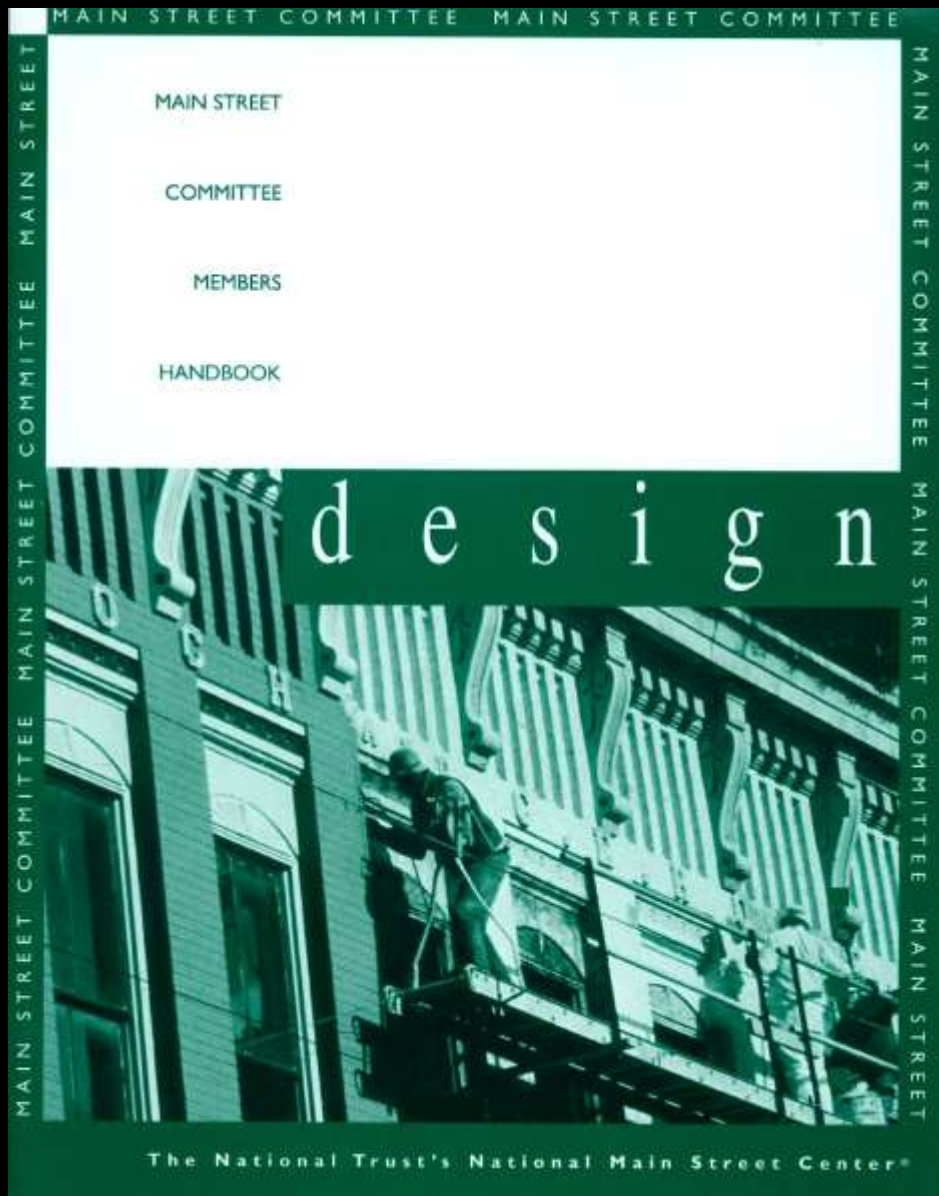
**Design as Promotional Tool**

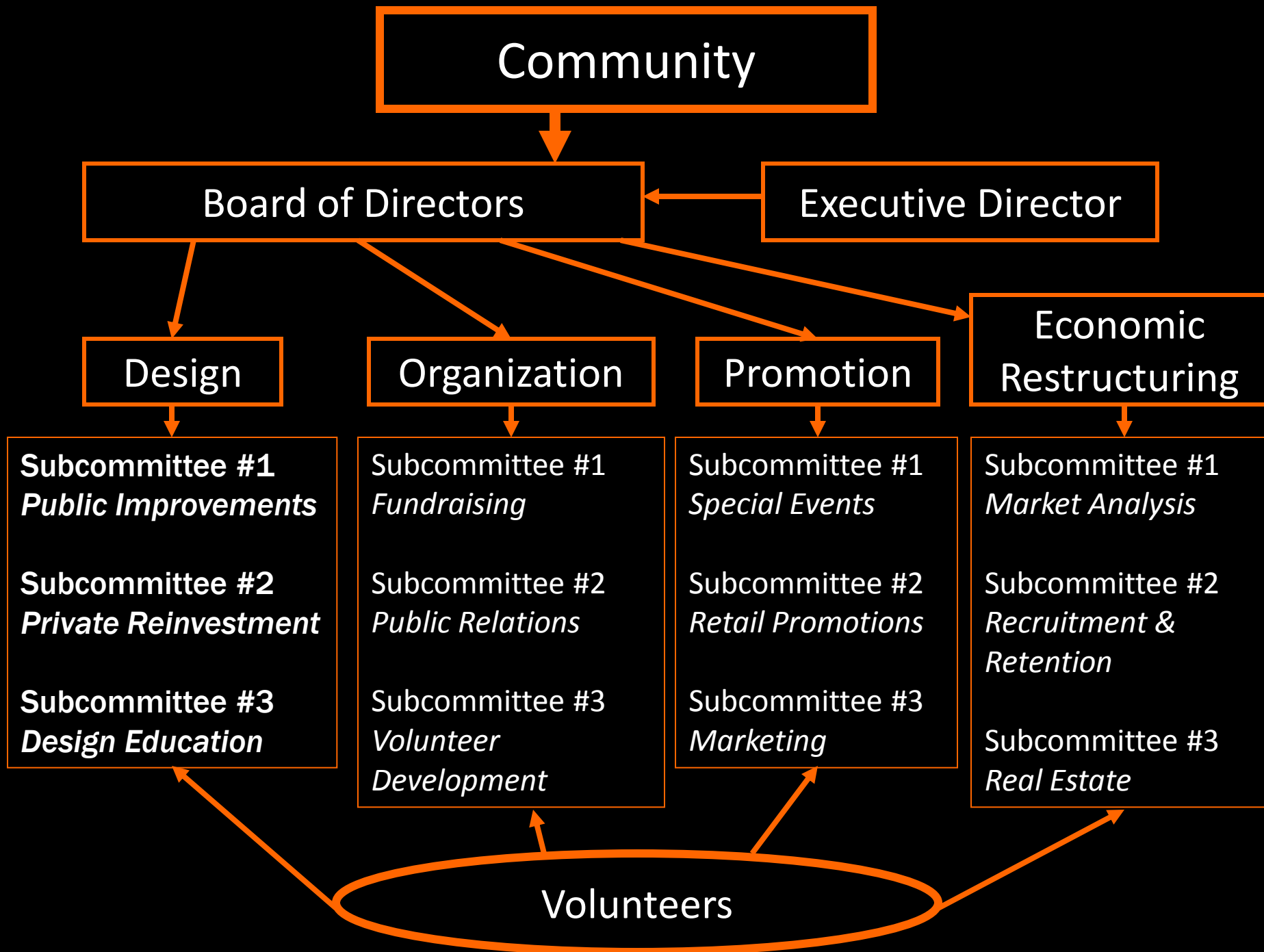


**Design as Economic Restructuring**



# Design Committee







## Role of the Design Committee:

- Unique role
- Historic-Preservation based
- Cooperates with existing organizations:
  - Historical Society
  - Historic Preservation Commission
  - Planning and Zoning Board
  - County and Regional Planning Agencies
  - State Historic Preservation Office (SHPO)
- Speak with one voice

## **Four things Design Committee does:**

- 1. Educate others about good design**
- 2. Provide good design advice**
- 3. Plan Main Street's development**
- 4. Motivate others to make changes**

# Character-Defining Elements





**Difference is  
Good**







**Preservation Ethic vs. Theme**



**Authenticity**





**Authenticity on Main Street**



**Pike County Courthouse (1894)**  
**Pittsfield, IL**



**World's Largest Catsup Bottle  
Collinsville, IL**





Painted ghost sign  
Stewardson, IL





Neon sign  
Springfield, IL





Makers' marks on  
Main Street

# Public Space Elements

- Streets & Sidewalks
- Alleys & Passageways
- Crosswalks
- Parks & Open Space
- Public Art
- Plant Material
- Lighting
- Street Furniture
- Paving
- Parking
- Maintenance



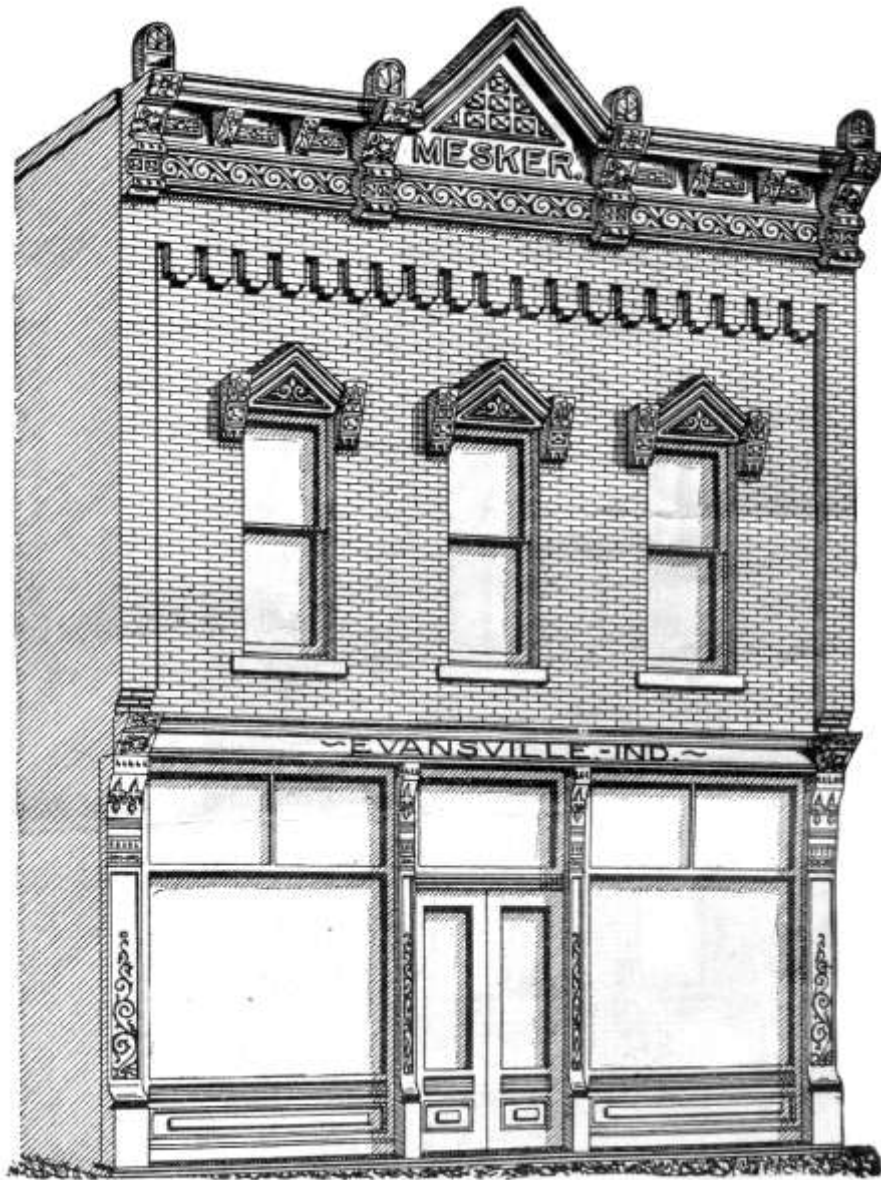


**Streetscape elements can reinforce community branding**



# Commercial Building Anatomy

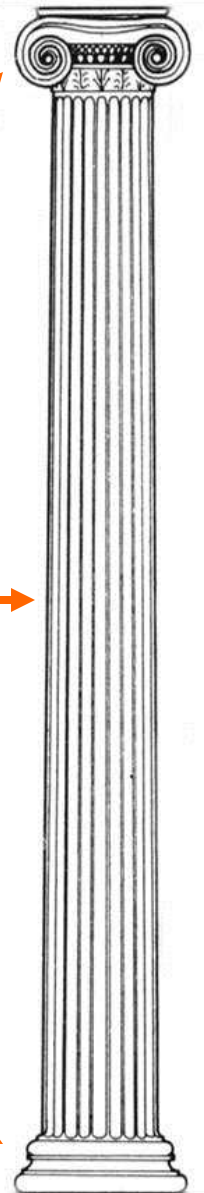




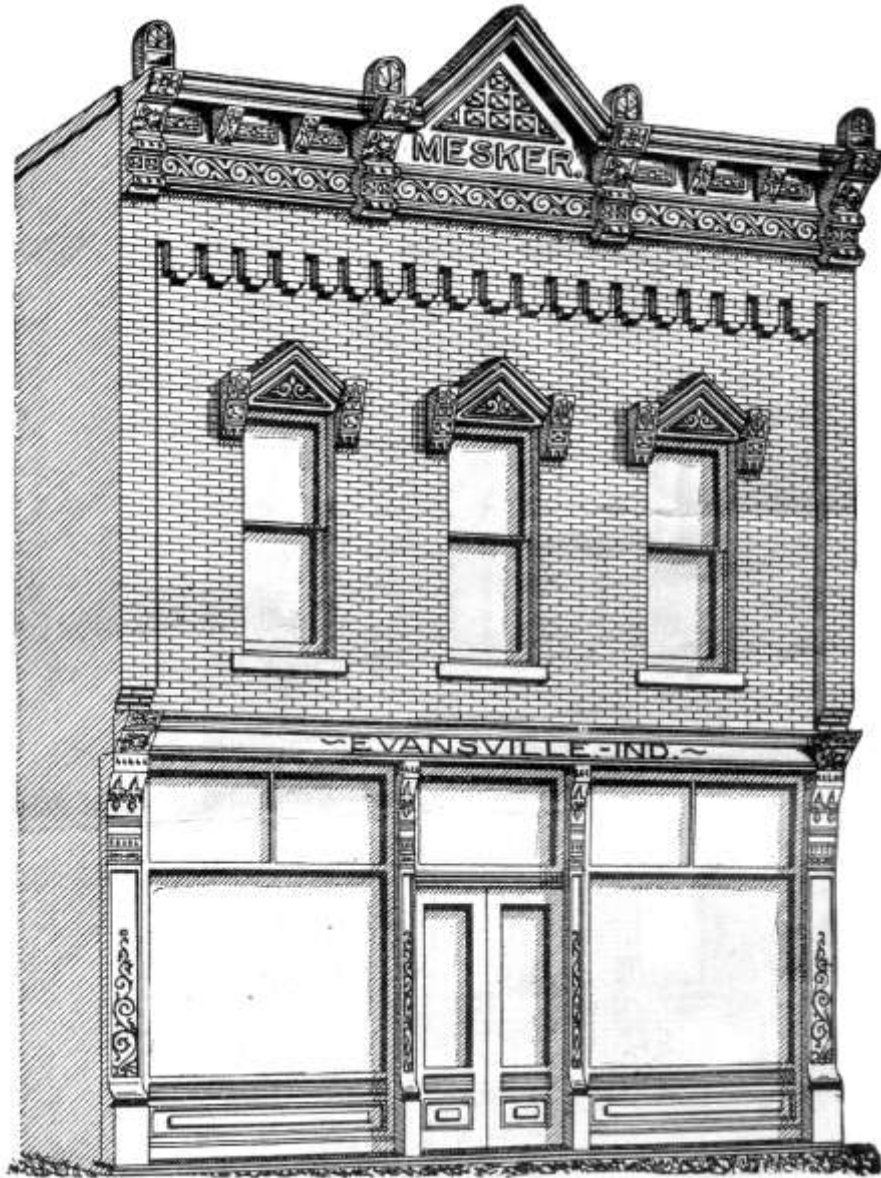
**Capital**

**Shaft**

**Base**







**Cornice**

**Upper Facade**

**Storefront**





**Proportions**



# Proportions

# Anatomy and proportions through styles



**Early Period  
1820s-1850s**



**High Victorian  
1860s-1890s**



**Arts & Crafts  
1900s-1920s**



**Art Deco  
1925-1930s**





Signs are an integral facade component

**Signs:  
Function & Placement**







Signs:  
Projecting or Hanging

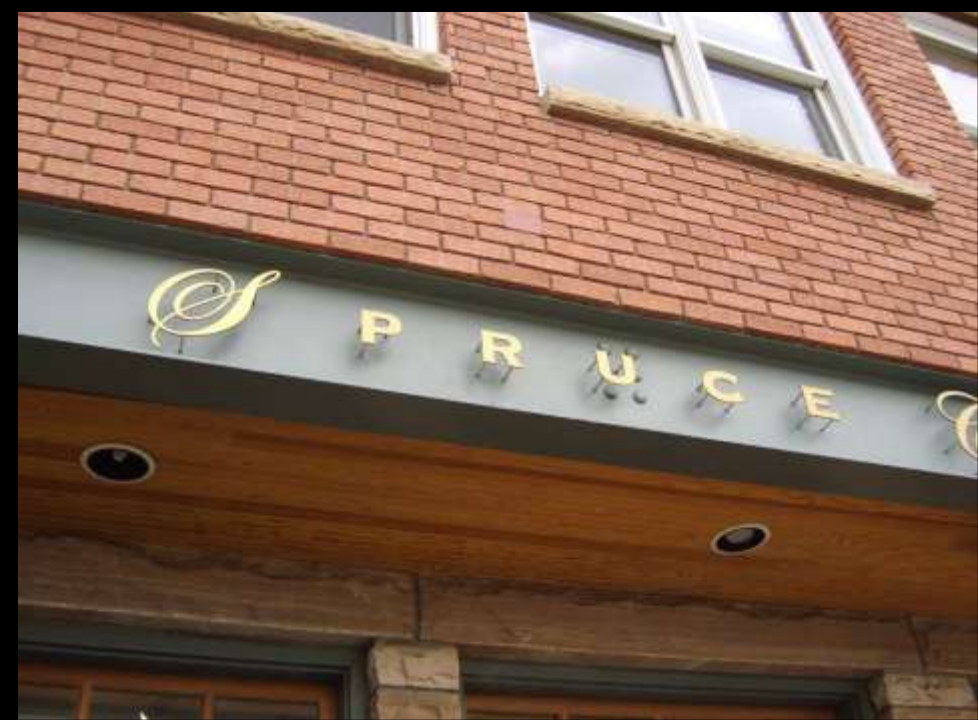


**Signs: Banners**





Signs: Flush-mounted



Signs: Individual letters





Signs: Window graphics



**Signs: Sidewalk**





Signs: Historic



Illuminated Signs:  
Neon







**Illuminated Signs: Internally Lit Plastic**



**Illuminated Signs: External Lighting**





**Awnings & Canopies**



**Awnings can be fixed or retractable**





**Canopies: Wood**



**Canopies: Metal**



## Awnings & Canopies: Placement & Number





**Awnings & Canopies:  
Appropriate**





**Awnings & Canopies:  
Inappropriate**



# Basic Building Maintenance







**“Great architecture has  
only two natural enemies:  
water and stupid men.”**

**- Richard Nickel**



Roof





**Parapet Repair**



**Flashing**





**Rust Jacking**



**Gutters & Downspouts**





**Improper Drainage**





**Rising Damp & Spalling**





**Improper Repointing**

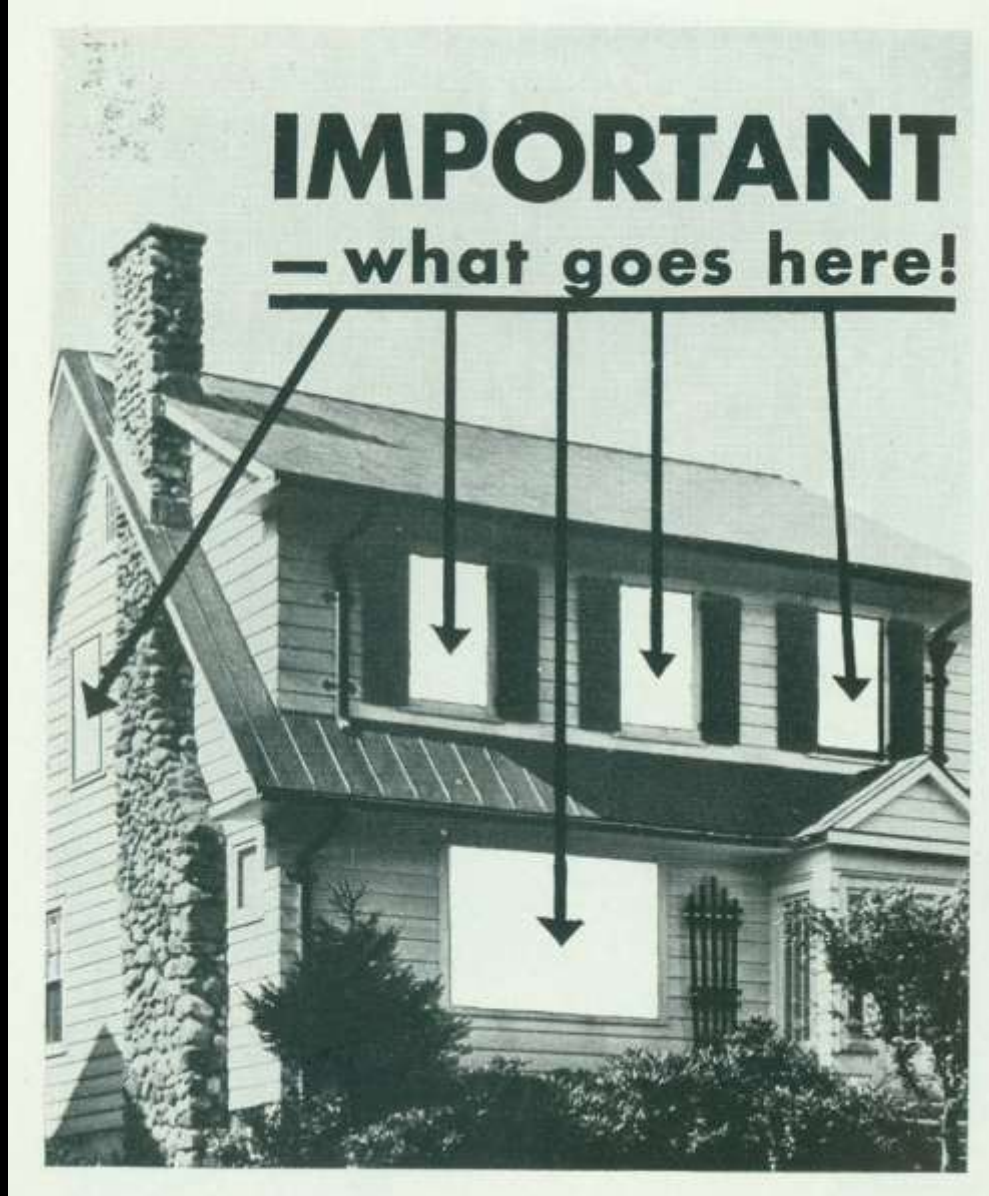


**Proper Repointing**





**Proper Cleaning: Gentlest Means Possible**



## Window Restoration

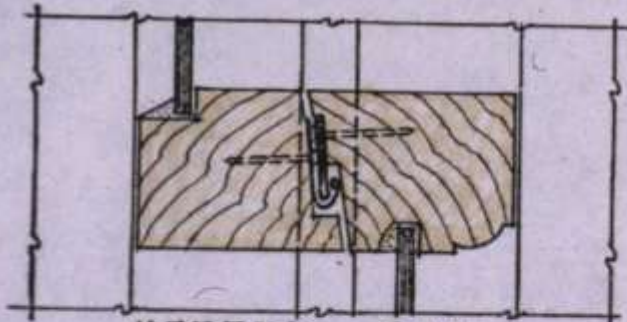


# WEATHERSTRIPS ~ WINDOWS

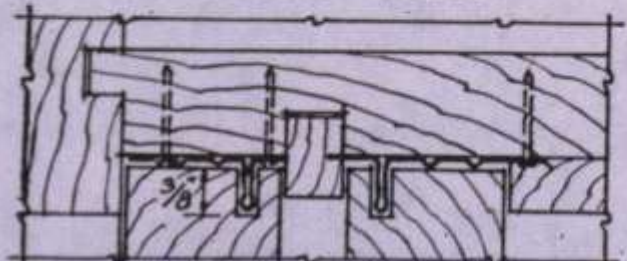
## DOUBLE HUNG WINDOWS ALL ZINC MATERIAL



HEAD

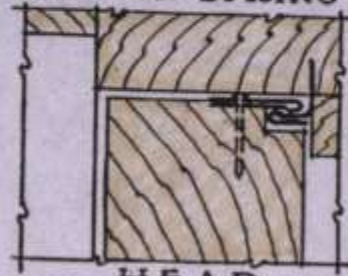


MEETING RAIL



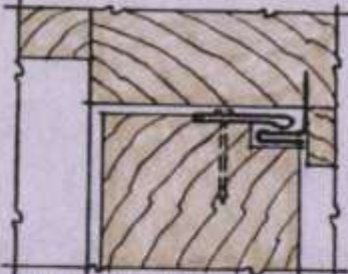
JAMB ~ RIB ~ STRIP TYPE

## OUT SWINGING CASEMENT WINDOWS ZINC OR SPRING BRONZE MATERIAL

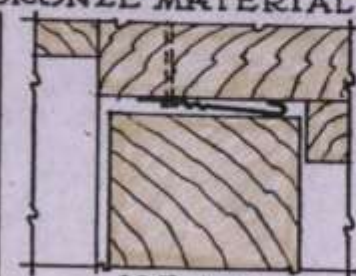
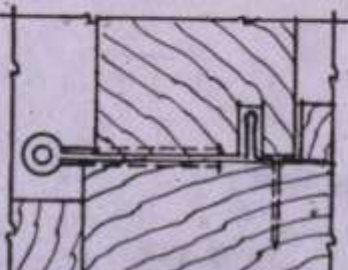


HEAD

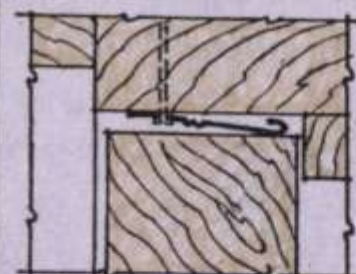
DOOR HEAD & JAMB WEATHERSTRIPS



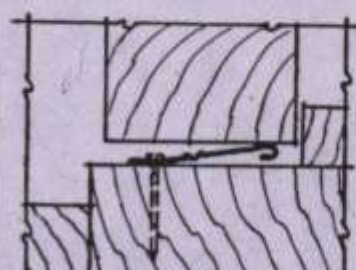
JAMB ~ LOCK SIDE



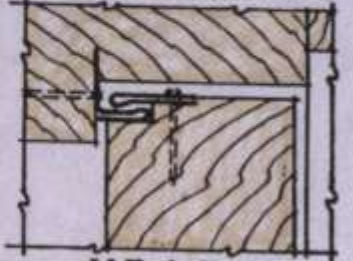
HEAD



JAMB ~ LOCK SIDE

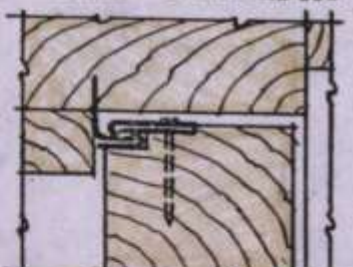


## IN SWINGING CASEMENTS ZINC SPR. BRON. MAT.

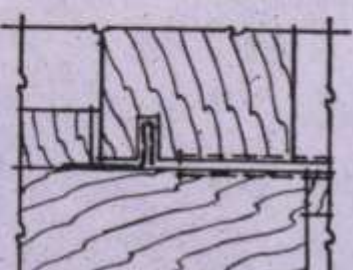


HEAD

WEATHERSTRIPS ARE SIMILAR



JAMB ~ LOCK SIDE



Weatherstripping



**Storm Windows**



# Upgrade Mechanical Systems





**Paint is not always necessary or appropriate**





Paint is necessary



**Paint is necessary but also pretty**





Paint is inexpensive



Paint is inexpensive yet dramatic



## Paint: Taste and Restraint





**“Don’t Faint, It’s Just Paint”**  
**Color is a design issue, not a preservation one**



**Design and rehabilitation should be guided by the Secretary of the Interior's Standards for Rehabilitation.**

**The Standards are nationally adopted concepts about**

- **maintaining,**
- **repairing and**
- **replacing historic materials, and**
- **designing additions or making alterations**

# Financial Incentives





# **Financial incentives for rehabilitation:**

- **Federal & State Grants**
- **Tax incentives**
- **Local incentive options**

## Federal & State Grants:

- Not many available for brick & mortar projects (e.g. CDBG)
- Most are for:
  - publicly owned or publically accessible buildings or
  - specific building type or occupancy
- Planning grants can be available through several sources such as NTHP or CLG



## **Tax incentives:**

- **Most easily achievable form of incentive**
- **Historic tax credits**
- **Non-historic credits**
- **Like a rebate**
- **Percentage of project cost is subtracted from income taxes owed**

# Historic Rehabilitation Tax Credits:

- 20% federal credit
- Four criteria:
  - Income producing property
  - Historic building
  - Substantial rehab (expenditure)
  - Work meets the Standards



## Non-Historic Tax Credits (Federal):

- **10% credit**
  - Income-producing
  - Non-residential
  - Buildings built before 1936
  - No Standards review
- **50% Disabled Access Tax Credit**
  - For accessibility improvements
  - 50% of the amount of rehab up to \$5,000/yr

## Local incentive options:

- Facade improvement grants
- Zero- or low-interest loans
- Tax Increment Financing (TIF)
- Tax abatement





1940s billboard, existing



Possible?



**Thank you for your time!**

**Questions?**

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